

Plain Talks

GULF STATES UTILITIES CO.
DECEMBER, 1958

Another eventful year is ending. It has been an outstanding year for us in many respects. We have established new safety records and along with them, I hope, stronger habits of working safely. We recovered from hurricane "Audrey" damage, and met unusual demands on our system due to very rapid load growth. Your sales efforts have helped keep the economy of our service area healthy in the face of a national recession.

Thanks to your continued loyal support our Company has enjoyed a good year. My Holiday Wishes are that you and your families may have a very Merry Christmas and Health and Happiness throughout the New Year.

Roy Nelson



Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity and editor; Jack Stengler, associate editor, Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

A magazine for employees of Gulf States Utilities Company

December, 1958

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A GULF STATER'S FAMILY "LIGHTS UP" FOR CHRISTMAS . . .



The Christmas Spirit affects everyone. Plain Talks photographers followed the family of Roy Fox, who works at Neches Station in Beaumont, as it said and did things that, but for the difference of places and names, might be the same actions of about any other family in our service area affected by the same spirit of giving.

"... Don't know how, but somehow the kids manage to get more of the tree decoration on the floor than where it belongs. But it wouldn't be Christmas for them if they couldn't help us decorate..."

... See story



MARIE: "I start thinking about Christmas months ahead of time. I don't like last minute rushes to buy presents. If everything's bought and wrapped a week ahead of time, I feel much better . . ."



"I know what Roy would say if I told him what I want to give him. 'Don't spend money on me, he'd say. Maybe he'll give me a hint . . ."

"The kids are the hardest to buy for. They change their minds so much and get interested in so many different things that who can tell what they'll want a month from now? They're interested in that hula-hoop now, naturally, but what will they want to play with when that gets old? . . ."



CINDY: "Ronnie's four and I'm six, so I'm the smartest. I can write too. So we sit down and he points out what he likes and I write them down for him. He sure does like a lot of things. I bet he won't get all of them. I don't pick out many things for myself. I nearly always get what I want, anyway, and if I don't, then usually something better. Ronnie likes to write letters to Santa Claus, but he's really afraid of him when he sees him in a store. I guess I was a little afraid of Santa last year, but this year I'm not . . ."

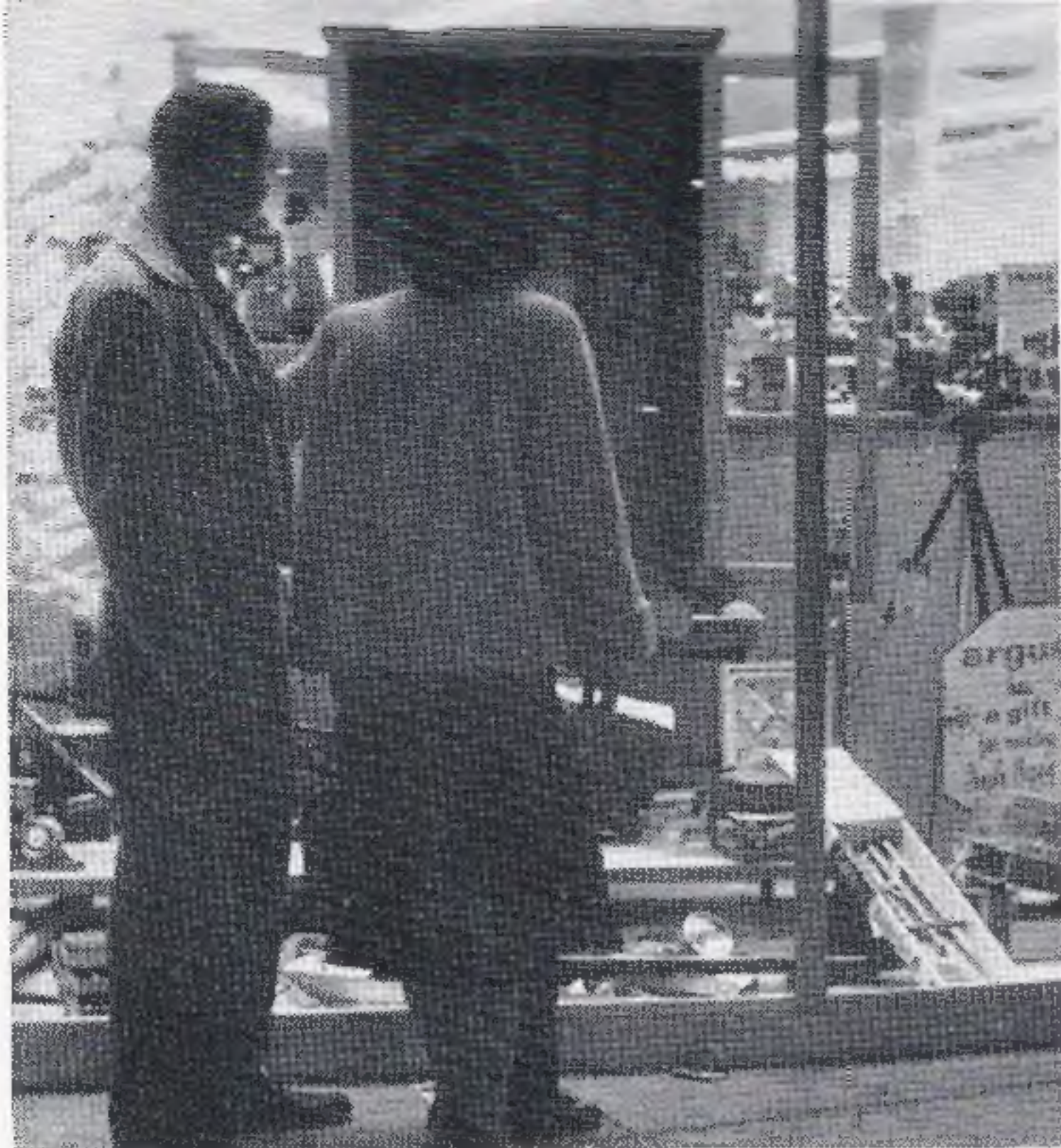


ROY: "I guess I ought to plan ahead for Christmas, but there's usually so many other things happening that I never seem to have the time just to sit down and think. I can walk around the stores, though, and spot something usually. Now how about that for her . . . ? I feel out of place in a department store. I can hardly tell the difference between one thing and another, but women know. 'So Alluring,' the ads say. Well, I think Marie'd look good in it, if that's what they mean . . ."



MARIE: "There're a lot of things down at the Gulf States display floor that we could use in the home. We'll look them over and then later on make up our minds and just give it to ourselves . . . Going window-shopping together is usually the best way to tell what everyone wants. Roy must have looked at half-a-dozen things he'd like to have. Of course, the kids stare at everything, but some things they stare at more than others . . ."





ROY: "I like to work at things on weekends, when I can. Do-it-yourself things. Sure would be nice to unwrap one of these power-tools on Christmas morning . . . then again, maybe a shotgun would be better. Wonder if Marie noticed those?"

It would be nice to be young again and enjoy the dreams that children have. Anyway, Christmas is the time when everyone is young. And a Merry Christmas to all.



1949-1958

MAN - WHAT A DECADE!



When the clock struck midnight on December 31 1948, about 149 million Americans went slightly crazy. And why not? The world was at peace, business was booming, everything looked rosy.

Milton Berle was keeping a nation (or that part of it that owned 10-inch television sets) in stitches. Everybody was humming the new Academy Award winning song, "Buttons and Bows." A new craze, the Pyramid Club, was sweeping the country (you invested one dollar, raked in thousands in a few months—sometimes).

At Columbia University, Dwight D. Eisenhower was still getting used to the title, "President." There was some talk about heavy-weight Champion Joe Louis retiring from the ring—but no one took the rumor seriously.

GSU Busy in '48

At our Company events were moving along swiftly in this post-war era. The giant expansion program, that still continues, was getting up a full head of steam. We had a system capability of 238,000 kilowatts and five "big"

40,000 kilowatt units were on order. Our electric customers numbered 157,000 and we had 23,000 gas customers and almost 14,000 water customers. Our plant investment totaled a whopping \$72 million. Construction had begun on two big jobs, the 132,000 volt "super" transmission line linking Dayton and Baton Rouge and the big Beaumont Service Center.

That year Fred Johnson, now Lake Charles Sales Superintendent, shot his first hole-in-one on the golf course at Lafayette. Things were looking rosy for Gulf States, then as now, faced with the kind of challenge we all like—building up our facilities to have plenty of power ready for the fast-growing area we serve.

If some pundit had predicted that in the next 10 years there would be another war, an end to a major disease, a Republican in the White House, jet passenger planes flying from New York to California, a baseball team called the Los Angeles Dodgers, earth satellites, a forty-ninth state and quiz shows that gave away hundreds of thousands of dollars—he probably

would have been quietly led away.

Yet the decade 1949-1958 saw all these events take place—and more. No 10-year period in the history of man witnessed such thrilling promises for the future—and such dire threats for the human race. There was laughter, tears, suspense, pleasure and pain.

In 1949, the prolonged Nuremberg war trials ended and 19 Nazis—some sentenced to death, others to long prison terms—were punished, like common criminals, for "crimes against humanity."

War in Korea

But no sooner had the nations of the world determined that war had been outmoded by the atomic bomb than the Republic of South Korea was invaded by North Korea. A stunned globe began following the shifting battle lines as a U.N. army, led by American troops, repelled the invader—and served notice that aggression would henceforth be met with might.

Even as New Yorkers began lining up for tickets to the new smash musical, *South Pacific*, their vocabularies included such place names as Seoul, Heartbreak Ridge, Porkchop Hill and the 38th Parallel.



General Eisenhower, drafted by the Republican Party, ran for President against Adlai Stevenson of Illinois and won a thumping victory. (In the year of his inaugural, Elizabeth II was crowned Queen of England.) Russia announced the death of Josef Stalin and the entire free world wondered what policies his successor would adopt. The Korean "police action" ended in truce and Americans breathed a sigh of relief.

In 1954, a fistful of records were established. The United States launched the world's first atom-powered submarine, the *Nautilus*, at Groton, Connecticut. Dr. Roger Bannister, 25, ran the "miracle mile"—in 3 minutes 58.8 seconds—at Vancouver, British Columbia. Stan Musial of the St. Louis Cardinals hit five home runs in a double header with the Giants—to set a new major league record.

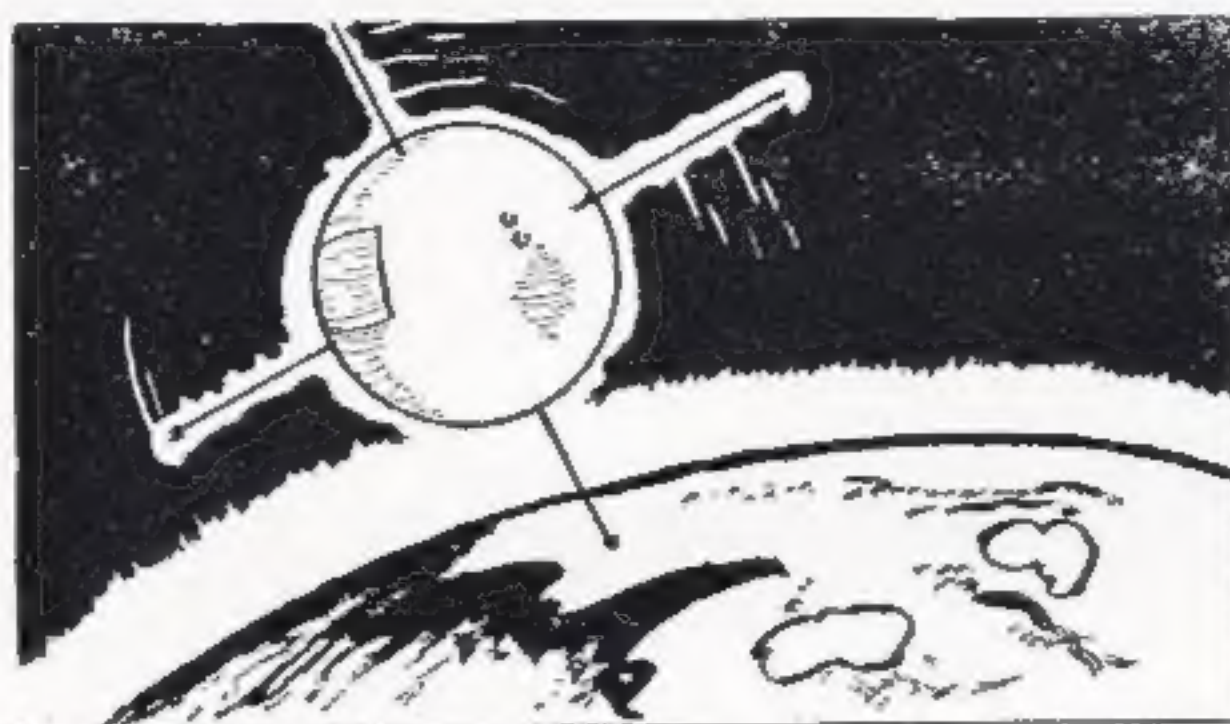


About the time Washington announced that we were 165,000,000 strong, a more important announcement was flashed from the university of Michigan's Polio Vaccine Evaluation Center—"The vaccine works!" it said. "It is safe, efficient and potent." Dr. Jonas E. Salk, of the University of Pittsburgh, had discovered a vaccine for immunizing human beings against one of man's most crippling diseases, polio.

While people were still talking about the formation of the Federal Republic of Germany, a fairy tale was coming true in Monte Carlo, where Prince Rainier III, sovereign of Monaco, was exchanging marriage vows with the beautiful American actress, Grace Kelly. On August 2, 1956, Albert Woolson of Duluth, Minnesota, died—and made headlines. He was 109 and the last survivor of the Grand Army of the Republic.

War and Politics

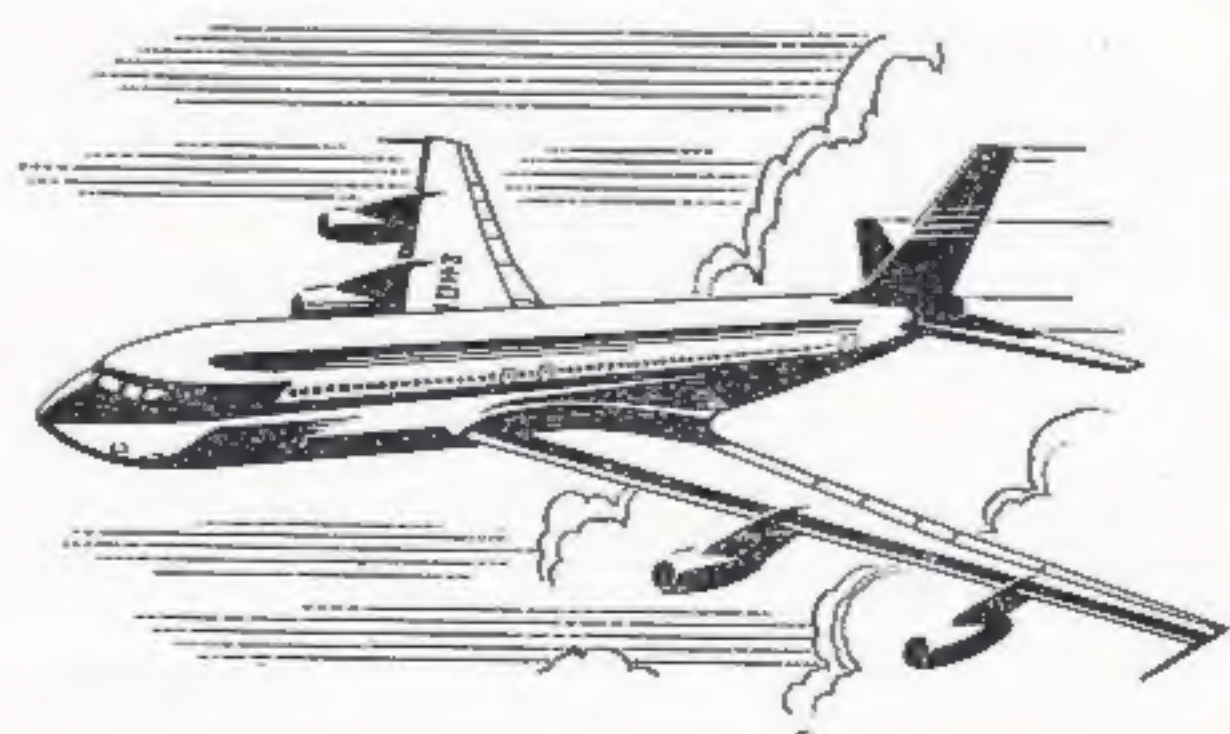
World tensions were growing as President Nassar of Egypt announced that the Suez Canal was his. A gallant Hungarian Revolution electrified the world, but was mercilessly crushed in November, 1956, by Soviet tanks and troops. That same month saw President Eisenhower and Mr. Stevenson try again—with the same results.



On October 4, 1957, the news broke. Russia had successfully set an artificial earth satellite into orbit. A new word, sputnik, entered the world's vocabulary and a new era, the space age, was born.

The big news in 1958 was growth. For the first time since 1912, a new state was to enter the American union—Alaska. Texans were grumbling as their state became the second largest in the country and Hawaiians were looking forward to becoming citizens of the fiftieth state.

Paradoxically, a growing America was also shrinking as American Airlines announced the launching, late in 1958, of the first commercial jet service across the country. Soon to be served: New York, Los Angeles, San Francisco, Chicago, Dallas, Washington, Baltimore and Boston. The plane used: the Boeing 707 jetliner speed—600 miles an hour. Initial service will be offered nonstop between New York and Los Angeles, time—about five hours. Date—January 11, 1959, and perhaps a start to another fabulous decade in America.



As America's population passed the 170,000,000 mark, new forms of relaxation had the country in their grip. Do-it-yourselfers were hammering, sawing, pasting, fitting—and cussing. Tele-

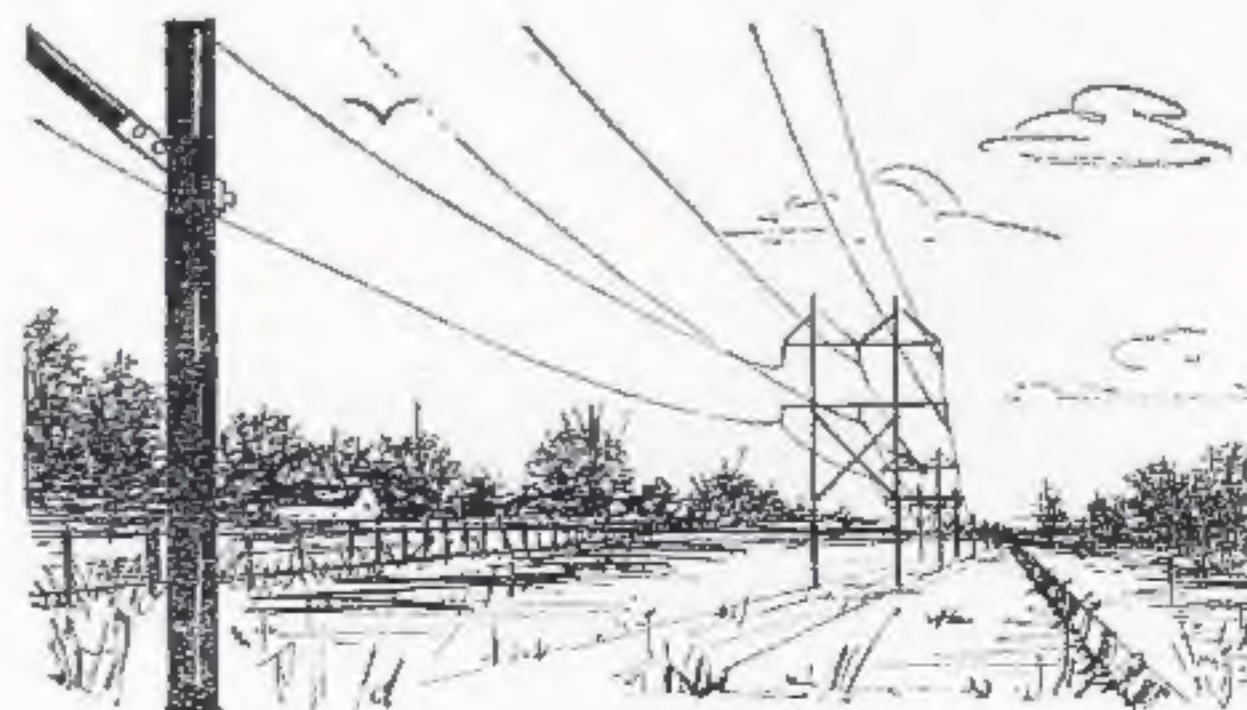
vision was making life difficult for the movie industry, which in retaliation came out with screens that dwarfed viewers. The French were exporting a highly profitable product called Brigitte Bardot, a curvy bundle of feline femininity. Detroit was wondering just how many small cars Americans would buy in 1959. And 40,000,000 Americans moved to the suburbs—only to jam the highways back to the cities where they still worked.

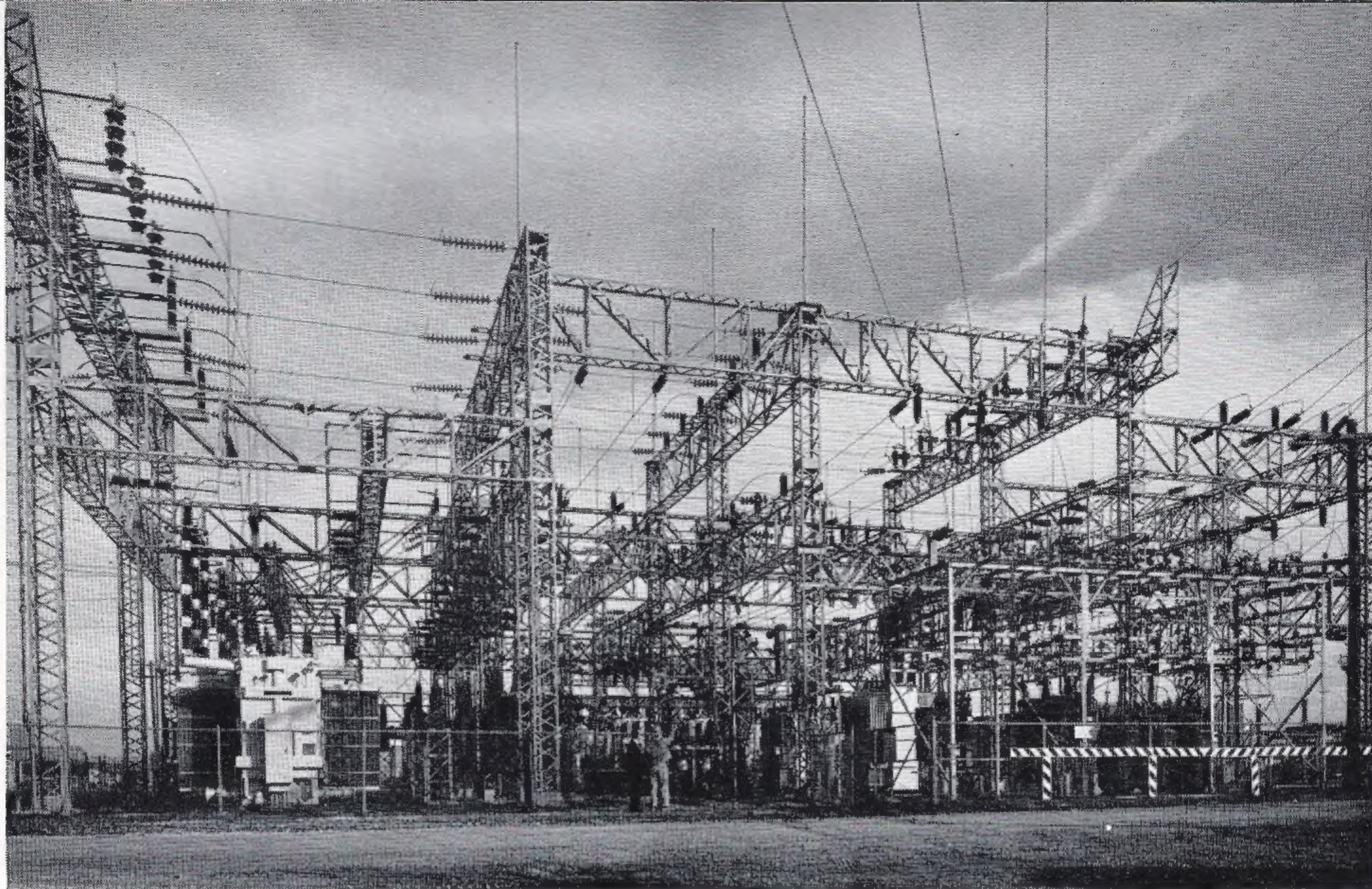
Quite a Decade for GSU, too!

As 1958 fades away, all of us in our company, too, can look back on quite a decade. Our system generating capability has quadrupled; our customer count has almost doubled; our plant investment is five times greater than it was ten years ago; we are constructing two new electric generating stations both of which will be designed for an ultimate capability of 1,000,000 kilowatts, or more than our total existing capability. We have changed over to electronic billing methods, and automatic information centers help us operate our power plants at peak efficiency.

While holding down our operating costs to help keep electricity one of today's biggest bargains, we have seen our total tax payments soar to nearly \$15,000,000 annually, our largest expense item. We have thrilled as our company entered the atomic era by joining in the formation of two atomic energy research organizations, both of which are dedicated to determining the most economical way of utilizing the atom's energy to produce power for peace, without costing the taxpayers a cent. Like the man says, we are "keeping on keeping" on in a big way!

All in all, it's enough to make anybody say, as he raises his glass at midnight, December 31, 1958, "Man, what a decade!" And he might well add, "Hold your hats—here we go again!"





A Look at the past year . . .

COMPANY HAS SHOWN MOMENTOUS GROWTH

Since World War II ended, reports on the electric utility industry and, closer to home, our own Company, have been liberally sprinkled with the words, "growth," "skyrocketing demands for service," "record expansion," and other descriptive terms which reveal that our Company and the area it serves are recording some of the nation's loudest noises in the economic explosion which has characterized the post-war era.

The year 1958 saw a continuation of the boom in the area we serve, despite the slow-down caused by the recession. Construction of new facilities and improvement and enlargement of existing equipment to keep plenty of power ready to meet the demands of the area, called for a record construction budget of \$52 million.

Work continues on the new power plants, Roy S. Nelson Station near Westlake, and Willow Glen Power Station, near Sunshine. Both of these power plants are designed for an ultimate generating capability of 1,000,000 kilowatts, or more than our present

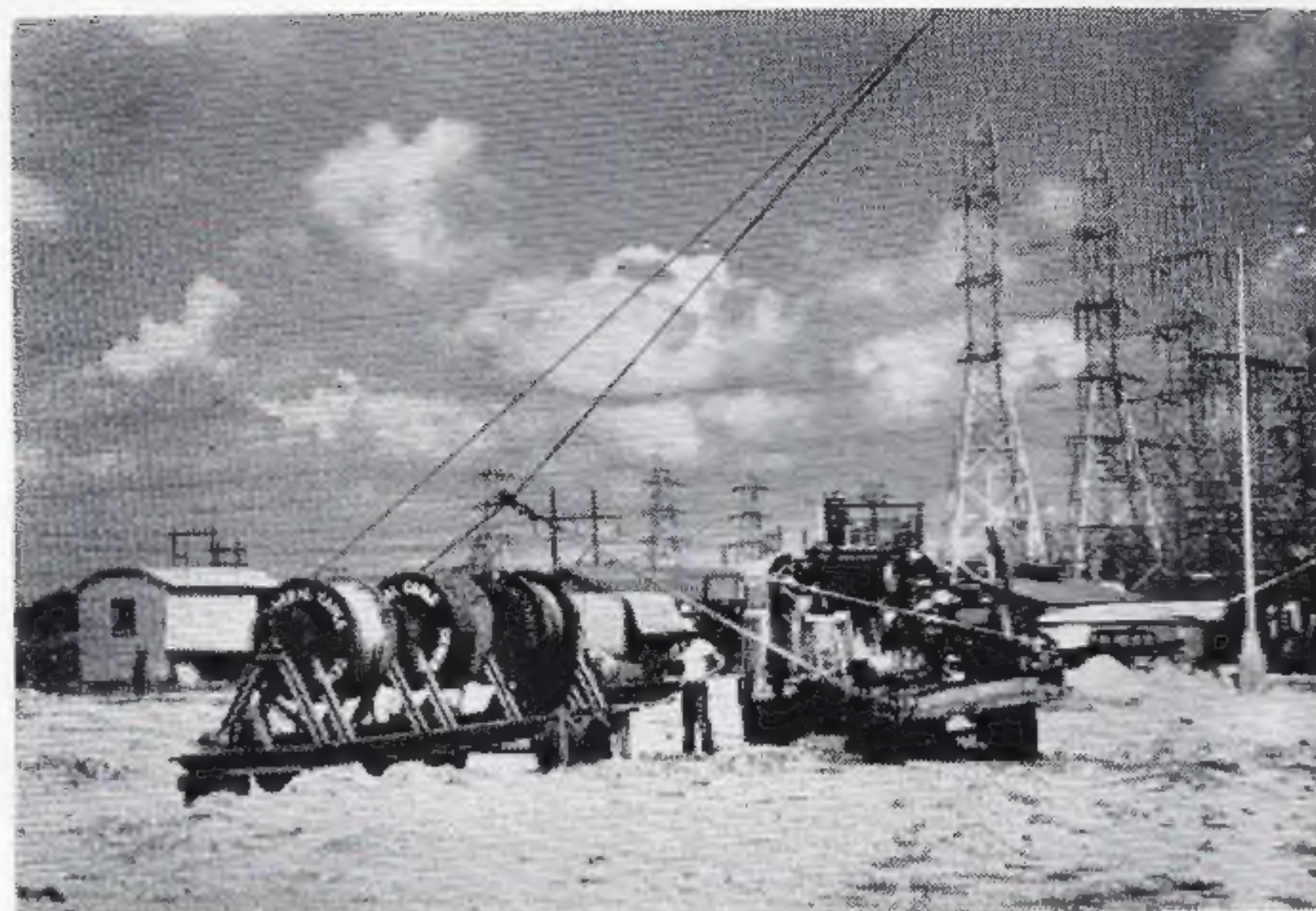
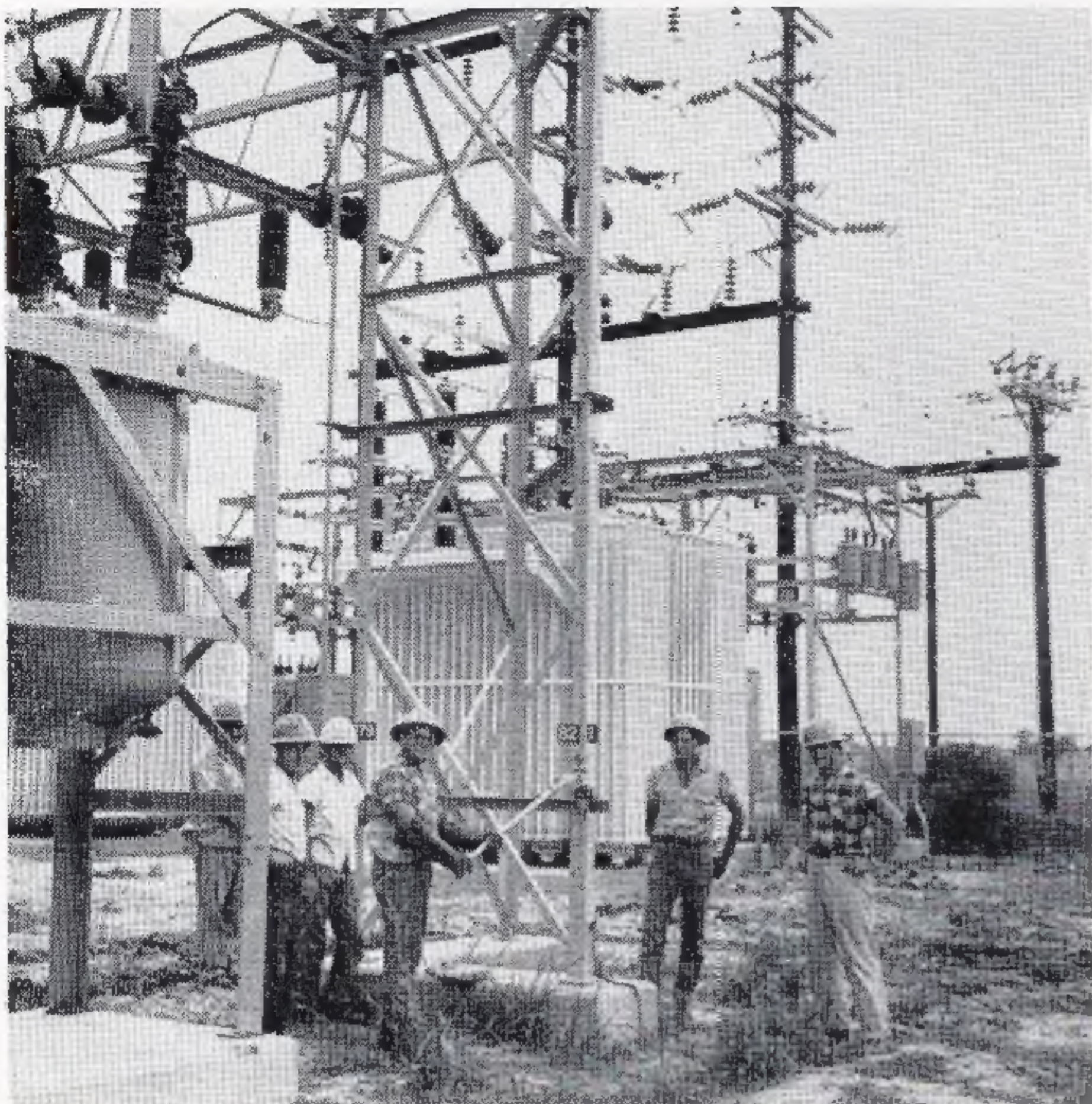
system total. Non-company labor problems held up construction of both of these plants somewhat, but the initial units are expected to go on the line in 1959.

Economies Practiced

Along with rapid growth come internal problems, like holding down the cost of operation, so that we can live up to our reputation of delivering dependable, low-cost electricity. That calls for maximum economy of operation, and during 1958 we have instituted several new ways of doing business which will mean less overhead. Neches Station in the Sabine area earlier had become the first power plant in the world to install and begin operation of so-called "central information centers," electronic units which scan and record gauges throughout the station and eliminate the time-consuming chore of employees taking readings (some 21,000 a day). These centers are being installed in our two other plants and are incorporated in the new power plants abuilding.

Construction of larger transmission trunk lines throughout the 28,000 square miles of Texas and Louisiana served continued unabated, with more than 150 miles of pole lines added or converted to the higher voltages. Along with the new high voltage lines, the Company added four large "bulk" substations and nine substations bringing our system totals to 13 of the bulk stations and 374 substations which "power" our electricity delivery network throughout the area. Numerous oil circuit breakers, power transformers, capacitors, steel towers for jumping transmission lines across rivers and marshes were added and other transmission and distribution construction was carried forward. Work on the new microwave system continues and the system will be operating in 1959 to greatly improve communications.

In the Accounting Department, a new electronic method of billing our approximately 250,000 residential customers was inaugurated in 1958, with substantial savings in time and money anticipated.



Our financing program, which must raise \$130 million in the next five years to pay for much of the tremendous expansion, will be helped by our securing, in 1958, 50-year franchises in most of the Texas cities we serve. We are continuing our efforts to get longer franchises in other Texas cities, and will increase our gross revenue tax payments in each case from roughly 2% to 4% annually.

Employee Benefits

Employee benefits kept pace with the company's progress.

A general wage increase amounting to approximately 3.62% became effective for most employees following wage negotiations between the Company and the employee association. In addition some 65 employees received merit promotions during the year in addition to the numerous progressions which occurred.

As of October 31, over \$615,000 had been deposited by employees in the Thrift Plan, to which total the Company added over \$307,000. One thousand three hundred and forty employees became "owners" of the Company by purchasing stock through the plan. And more than 11,000 shares of common and about 1,000 shares of preferred stocks were bought by Gulf Staters as an investment in our future, for the future of their families.

High in employee interest were the outstanding safety records compiled in 1958, with three separate periods of one million manhours worked without a lost time accident, two million hours of which were consecutive. Employees in the Texas area of our system worked 1,000,000 accident-free manhours as did the Lake Charles and Beaumont Divisions. Safety became more of a family affair with husband and wife safety parties becoming increasingly popular and with regular first aid training classes being conducted by the Safety Department.

Sales Zoom, Too

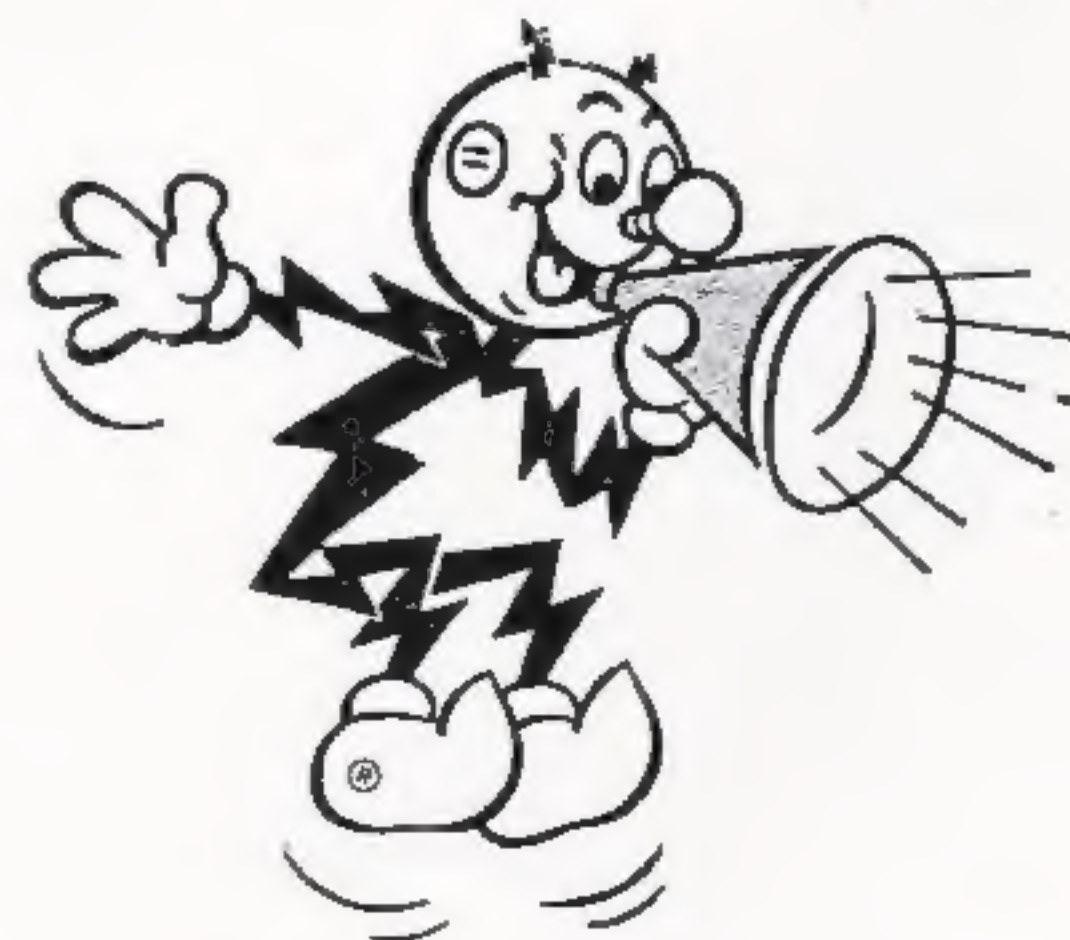
With all the recession talk elsewhere, our sales continued to brighten the area and the company picture. For the first time in our history, the average kilowatthour use per home customer passed the national figure, reaching 3,336 kilowatthours as of October 31. Through September, over 38,000 major electric appliances, including over 300 heat pumps, were added to our lines through the efforts of dealers who work with our Sales Department. While some electric utilities talk of a dozen medallion homes, our area saw 1,790 of these homes designed for better, electric living, constructed to date.

There was sadness, too, among the ranks of our employees as 1958 fades away. Some very popular Gulf Staters

will not be with us to see the New Year in, and they will be sorely missed as our Company rushes pell mell into 1959 faced with still another period of rapid growth.

As our Company continues to expand with each passing year, it's well that we remind ourselves of the fact that bigness in itself is not greatness, and that our real strength lies in our employees giving the same personalized service which has helped us grow during the 100 years since our most ancient ancestor—the Baton Rouge Gas Light Company of 1859—first began operating.

"I'm Still Growing!"





President Nelson Receives Distinguished Award From His Alma Mater, Williamson

LAST MONTH some 43 years after he had been graduated from the Williamson Free School of Mechanical Trades, President Nelson returned to his alma Mater in Media, Pennsylvania, to accept the school's most distinguished honor—the fifth annual Isaiah VanSant Williamson Award.

It was fitting that, as our president received this coveted award, those closest to him, his wife, Mrs. Nelson, and his daughter, Mrs. Janie Steinhagen, were at his side.

The award is bestowed by the trustees of Williamson annually to the person, not necessarily an alumnus, who, in their opinion, most closely exemplified in his life the ideals of the school's founder, Isaiah VanSant Williamson, a noted Philadelphia merchant and philanthropist.

Presentation of the award climaxed the annual Homecoming and Founder's Day ceremonies. This marked the 70th anniversary of the founding of the college in 1888.

Mr. Nelson has worked in the utility industry for 43 years, gaining wide experience in Pennsylvania, Connecticut, Puerto Rico, Port Arthur, Jamaica, in the British West Indies, Virginia, Baton Rouge and El Paso before coming to Beaumont as president of our Company in 1942.

Mr. Nelson's preoccupation with his career in the electric utility industry never prevented him from accepting leading roles in the civic and humanitarian work of each of the areas to which his work took him.

In 1956, he received Beaumont's Golden Deeds Award, the city's highest honor for one of its citizens. This year he was named head of Beaumont's Citizens Committee of 100, to work on a master city plan for Beaumont.

Mr. Nelson is a member of the American Legion, the El Paso Lodge No. 13 A. F. & M. and is an elder in the Westminster Presbyterian Church of Beaumont.

Mr. Nelson's advice to the Williamson students—as important to us in our daily business lives as it is to those students just preparing to enter business—follows:

“... (Today) the tremendous promise of new developments . . . of ways to prolong human life and add to the comfort and joys of living in this wonderful age, beckon you after commencement, a challenge to the knowledge and understanding and wisdom you have acquired here at Williamson.

“Your future is limited only by the abilities you are willing to work hard enough to develop.

“We still have a long way to go before we have a perfect society. Maybe we never shall. The world is shrinking very rapidly in this jet age and, no doubt, painful and violent adjustments will continue to take place in many countries and among many peoples, ours included. But the future holds even greater promise for peo-

ple everywhere of a greater abundance of better and cheaper goods, more leisure time, better health, longer life, deeper and more widespread education and spiritual culture, than we know today. In a short ten to fifteen years there will be **millions** of machine-produced homes, using new building materials already in production. They will be furnished, lighted and equipped far more efficiently and comfortably than any home is today.

"There will be new systems of communications. The treasure of the world's arts—great music, literature, painting, entertainment—all will be available at the touch of a button.

"It is easy to understand why intelligent young people aren't all starry-eyed over the prospect. It **must** be that they don't know what the prospect is because new developments are taking place more rapidly than we can properly evaluate and publicize them.

"The pride of workmanship hasn't vanished, far from it! But our tremendous mass-production assembly lines, partly automated and growing more so, have a de-personalizing effect on most people. It may be that none of you young men will ever work on assembly line, but let me suggest that **whatever** your work may be, turn your **job** into a **career** as soon as you can.

"There are three requirements for turning a job into a career, whether you are in business for yourself or employed in an organization. They are:

- No. 1—Willingness to learn
- No. 2—Willingness to work
- No. 3—Willingness to take responsibility

"These are deceptively simple requirements, all of them. What person doesn't believe that **of course**, he's willing to learn, work and take responsibility? But the **hard fact** is that while some people **can and do**, many **do not**.

"Number 1: Willingness to learn? Yes, but not just the bare essentials of the job assigned to you. This kind of willingness strikes deeper. You want to learn **why** you do what you do, how you fit into the entire operation, what other methods have been used and, possibly, whether there isn't a better way than the present one.

"Number 2: Willingness to take responsibility. Yes, for **everything** pertaining to you, the **successes and the failures**. And for just a bit more, when needed, something new, **more** difficult, **more** challenging. You want to become known as a person who, **given** responsibility, carries it out without constant reminders.

"In these three requirements you

have the real secret of changing a job into a career—**personal growth**. We only grow as persons when we keep learning. We only learn when we work at it. And we only work well when we work responsibly.

". . . I hope that each of you will equip yourselves to take advantage of, and to enjoy to the fullest, the opportunities that are even now knocking so insistently at your doors.

"Williamson will keep abreast of

events, I feel sure, because of its sound and dedicated leadership, and ten or fifteen years—a hundred years—from now its work of fitting young men to take their useful places in society, and to help preserve justice, opportunity and freedom for their children—will still be the basic, fundamental service to God and country that it is today, and that it was when Mr. Williamson dedicated this school to that purpose 70 years ago."



President Nelson - - Goodwill Ambassador and Special Salesman For The Area We Serve

During 1958, President Nelson established himself as possibly the number one "salesman" for the Texas-Louisiana area we serve, both in terms of mileage traveled and in good will secured for the area and the Company.

On three business trips alone, Mr. Nelson covered about 10,000 miles. Those were his trips to Los Angeles and San Francisco, California, where he addressed the security analysts of those great West Coast areas, and his appearance this month, with Executive Vice President J. J. Morrison, as guest

speaker at the luncheon meeting of the famous Union Club of Boston. In each instance, Mr. Nelson emphasized the rapid growth of the Golden Gulf Coast and our Company's responsibilities in the development of the 28,000 square miles we serve.

With financing of our continuing construction program becoming increasingly important, Mr. Nelson's odysseys will certainly be important factors in attracting the vast amounts of new money needed to expand our Company so that we can keep plenty of power always available in this booming area.



LIVEWIRES ATE, DRANK, AND "LIVED IT UP!"

About 300 Gulf Staters and their dates attended the Livewire Club's party of the year—an oyster and shrimp supper at the Neches Station assembly hall in Beaumont last month.

"This proves that only electric cooking can serve such a crowd," ad-libbed Oscar Baxley (Commercial Sales), as he and M. H. Ellisalde (Project Engineering) turned out a fantastic amount of fried shrimp, oysters and potatoes in record time.

Carroll Henry (Building Design), Joe Fontana (Statistical) and "Bobo" Faggard (General Accounting) dispensed with the food as fast as Messrs. Baxley and Ellisalde could manufacture it. Bobo is checking to make sure that there's enough left for the servers to eat. Bill Tinlin (Building Design) was on the other side of the counter.





Ready for seconds on the shrimp are Ouiba Woods and Clayton Arnold, and on this side of the table, Harold Newland and his wife. Both Clayton and Harold are in Beaumont General Accounting.



The camera caught Jerry Barron (Task Force En- gineering) and his wife by surprise. On the other side of the table are Mr. and Mrs. Gene Dar- tez (Electrical Drafting).

LIVEWIRES

After the business session, Franfl and Bernadine Morrell (Accounting) cut a rug on the linoleum.



During the business session, Don Clawson (Task Force Engineering) announced plans for the new clubhouse, while Muriel Hayes (Electrical Drafting), John Boykin (Engineering Survey) and Harold LaFosse (Plant Accounting) tally the ballots for election of new officers.



The Challenge To Free Enterprise

by

Hon. Styles Bridges

Senior U. S. Senator from New Hampshire

Part III

Should Federal Gov't. Stop Financing REA?

As you are aware, the Administration this year proposed that the time has come when REA co-ops should seek non-Federal sources of financing. You are also aware of the frenzy of opposition that has been whipped up to this proposal by the co-op leadership.

We can see the reason for this frenzy when we look at the figures.

Appropriations for REA electrification loans totaled \$13.9 million in 1936. By June 30, 1957, total appropriations had reached \$3.7 billions.

This year, Congress more than doubled the Administration's request for loan funds for fiscal 1959, setting the figure at \$317 million. For fiscal year 1958, Congress voted \$179 million in loan funds. The REA Administrator, David Hamil, has estimated that within a generation the rate of REA electrification loan needs will be running at \$1 billion a year.

Naturally, \$1 billion a year of 2 per cent loan money is a nice thing, if you can keep it, and this is just what the co-op leadership plans to do.

Combined with this insistence on prolonging the use of below-cost Federal money to finance expansion and the exclusive right to buy below-cost power from subsidized Federal power projects, there is the concerted mad effort on the part of a few electric co-op leaders to establish the Federal tax-free REA co-op as the true symbol of free enterprise.

Your companies have repeatedly been attacked as "profit companies", and as monopolies. At the same time, the co-op is held up as representing authentic free enterprise.

This attack on the profit motive is disturbing for the profit motive has been the force in our lives, our system, our history always at work pushing this country to an ever higher state of development.

The path down which the co-ops are being led today is a classic example of a privileged class whose privilege is dependent on government bounty, becoming entrenched and seeking to extend and expand their privilege at the expense of the rest of the Nation.

I put the blame for this state of affairs squarely on the shoulders of part of the present electric co-op

leadership. I find it difficult to believe that the great majority of America's farmers who are co-op members are not confirmed individualists who would turn their backs immediately on this situation if they could see clearly where it is leading.

When we take a close look at this co-op leadership, we see a strange situation. We see this electric co-op leadership working hand-in-glove with those elements of labor which would nationalize all industry. We see it working side-by-side with those elements which would nationalize your industry. We see it loudly proclaiming non-partisanship yet being blatantly partisan. These things are not characteristic of our farming or rural people.

(to be continued)



"No 'group' speaks for me. Just the man I vote for."



Dedication ceremonies at Lake Charles base. Photo by Sam Guillory, AMERICAN PRESS.

AIR BASE IS MEMORIAL TO WORLD WAR 2 HERO



Gen. Claire Chennault

Our Company joined the people of Louisiana, Texas and the nation, last month in paying tribute to General Claire Lee Chennault, one of World War II's greatest heroes.

In dedication ceremonies the name of Lake Charles' Air Force Base—one of our large and important customers—was changed to Chennault Air Force Base in honor of the late general, who

died recently after a lengthy battle with cancer. Speakers for the dedication were the Honorable T. Ashton Thompson, U. S. Representative from the Seventh District of Louisiana, and General Thomas S. Power, commander-in-chief of the Strategic Air Command.

He is best known for his leadership of a band of American volunteers that fought the Japanese in China under the name of the "Flying Tigers"—the highest praise in the Chinese vocabulary.

"Tiger" tactics—fight in pairs and hit-and-run—enabled them to hurt the enemy even against heavy odds. General Chennault developed these tactics and they were proven in combat.

When he recruited men for the "Tigers," he looked for the trained air-fighter, not the foot-loose daredevil. Neither did he want the spit-and-polish cadet, for there was no rank in the AVG (American Volunteer Group) or

rules governing uniform, etc. There were, however, rigid regulations against excessive use of alcohol and drugs, malingering, insubordination or sickness "not in the line of duty."

When the "Tigers" were disbanded on July 3, 1942, a farewell banquet was given them by Generalissimo and Madame Chiang Kai-Shek. Chennault was made a brigadier general and placed in command of the China Air Task Force.

Madame Chiang summed up Chennault's career with these words, "He performed the impossible."

Gulf Staters in Lake Charles, through their everyday association with the giant Air Force base, are proud of their role in helping "power" the many vital electronic devices so necessary to maintain its 24-hour operational vigilance. They are pleased that the base now bears the name of an illustrious "native" of the two great states we serve.

U. S. Treasury Department
Internal Revenue Service

or Other Fiscal Year Beginning

(PLEASE TYPE OR PRINT)

Not

Hotel
address

City, town or post office

zone number)

(Stz)

Your Social Security Number

СССР СП

Wife's Social Security

Occupational

If Income Was All From Salaries and Wages, Use Pages 1 and 2 Only. See Page 3 of 11 for Instructions.

Exemptions

1. Check blocks which apply. Check for wife if she had no income or her income is included in this return.
- (a) Regular \$600 exemption. ☐ Yourself ☐ Wife
- (b) Additional \$600 exemption if 65 or over at end of taxable year. ☐ Yourself ☐ Wife
- (c) Additional \$600 exemption if blind at end of taxable year. ☐ Yourself ☐ Wife
2. List first names of your children who qualify as dependent address if different from yours.
3. Enter number of exemptions claimed.
4. Enter the total number of exemptions claimed.
- Enter number of children listed
- Let's face facts. If the bulk of your income comes from your Gulf States pay check, there's probably a

Let's face facts. If the bulk of your income comes from your Gulf States pay check there probably is very little you can do to cut your 1958 federal income tax bill. But you can try, and the time to give it a go is now—before December 31. If you wait until after the first of the year to decide whether to itemize deductions or take the standard 10 per cent deduction, you run the risk of losing the greatest tax-saving opportunity available to salaried workers.

When you are forced to take the so-called standard deduction because your deductible expenses are less than 10 per cent of your adjusted gross income, you literally *waste* your actual expenses for tax purposes. Don't let this happen to you every year. Plan your expense outlays so that you go over the 10 per cent deduction occasionally. This can be done by pyramiding two years of expense into one.

For example, assume that you expect to have an adjusted gross income of \$6,000 this year, with deductible expenses (like doctor bills, charitable donations, etc.) of about \$500—or \$100 less than what you would be entitled to deduct if you took the standard 10 per cent deduction. Not included in your actual expense estimate, however, is \$250 in real estate taxes and \$100 in home-loan interest charges which must be paid in early 1959 but which could be paid now.

If you act quickly and pay these expenses before December 31, you can bring your total allowable deductions for 1958 up to \$850. By itemizing deductions this year and taking the standard deduction next year—when your actual expenses should be somewhat less because of what you have prepaid—your total deduction for both years will be approximately \$1,450. Had you taken the standard 10 per cent deduction in both years, the total would be only about \$1,200.

deductions (including any expenses. See instructions, pp. 5-6.)

(b) Income Tax Withheld

15

5

If either you or your wife had more than one employer and the social security tax (FICA) withheld from wages exceeded \$94.50, see instructions, page 5.

Child who are entitled to the page 8, and check here ☐

Tax
e, or
e 2)

65

\$

6

2

e-3

Do you owe any Federal tax for years before 1958?
☐ Yes ☐ No

ATTACH COPY B OF FORMS W-2 HERE

Income

Taxpayers Demand

Did you receive an expense allowance?
If "Yes," did you submit an itemized
County in which you live.

I declare under the penalties of perjury that this return (including any accompanying schedules and statements) has been examined by me and to the best of my knowledge and belief is a true, correct, and complete return. If the return is prepared by a person other than the taxpayer, his declaration is based on all the information relating to the matters required to be reported in the return of which he has any knowledge.

Sign here _____
 (Taxpayer's signature and date) (If this is a joint return, BOTH HUSBAND AND WIFE MUST SIGN) (Wife's signature and date)

(Taxpayer's signature and date)

IF THIS IS A JOINT RETURN, BOTH HUSBAND AND WIFE MUST SIGN

Wife's signature and date

(Signature of preparer other than taxpayer)

[Address]

(Date)

[illegible]

Wage-earners who still have difficulty finding enough deductions to make itemizing worthwhile might consider carrying the pyramid plan one step further. They can set up a system of "lending" and "borrowing" year-end items that would make it possible for them to throw *three years* of deductible expenses into one.

As a result of your pyramiding, you maximize expenses for 1959 (when you should be able to beat the standard deduction by itemizing), and minimize-deductible items for 1958 and 1960 (when you take the standard deduction). The general rule to follow when you are trying to make the most of your actual expenses is: *keep outlays as low as possible in the years in which you take the standard deduction and pyramid them as much as possible in the years in which you itemize expenses.*

If you find that you are near or over the 3 per cent minimum and you are going to itemize deductions this year, you should pay as many medical bills as possible before December 31. And since medical expenses can be deducted only in the year paid (but cannot be prepaid), you might even arrange to speed-up and pay for the dental work, eye examinations and general physical check-ups your family might otherwise have in the early part of 1959.

of the year. In this way, they may be able to exceed the minimum requirements in 1959 and to gain a benefit from a payment that would otherwise be lost on their 1958 return.

Here is an important point to keep in mind as you plan your year-end pledge payments: a charitable contribution will be considered paid—and therefore deductible—in the year when the check is delivered to the charity and not when it is actually cashed. Too, don't overlook the opportunity of building up your charitable deduction by donating used furniture, clothing, books and toys to a worthy charity. The value of these items, regardless of cost, is deductible for the year in which the donation was made.

This is the test of dependency, and in most cases unless the money you have contributed during the year is enough to make up *more than* one-half of a dependent's living costs, you might as well cross that person off your list. He or she will not qualify as a dependent for tax purposes.

Parents with children who work part-time or during the summer should watch this angle closely. It's not how much your child earns during the year; it's how much he contributes to his own support. The money a youngster banks or invests, however, is not considered to be a contribution to his own support costs. So check carefully to see how much of your child's earnings has gone for his support. You may find that it will save a \$600 exemption on the family tax return if you have him bank his earnings for the rest of the year.

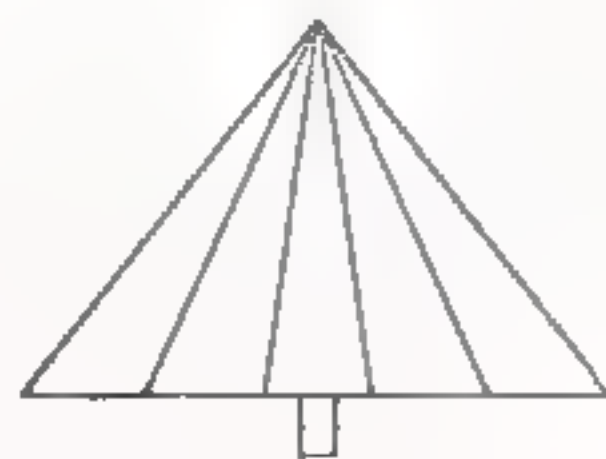
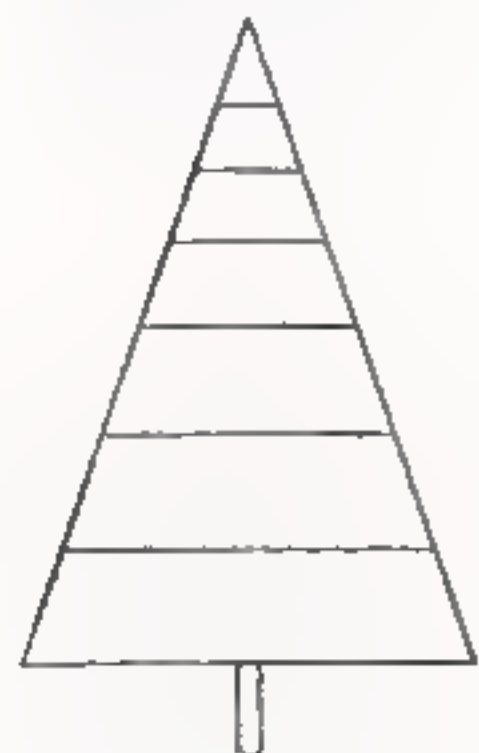


Tree Trimming Tips

TO HELP YOU make this Christmas the brightest, safest ever, here are some worthwhile hints on decorating, inside and outside, all around the house.

Caring for Your Tree

As soon as you bring the tree home, stand it in a pail or tub filled with water until you are ready to set it up and trim it. This will prolong the life and appearance of the tree, keep the needles from falling, and minimize the danger of fire.



Trimming Your Tree

Bear in mind that tree trimming follows a fundamental rule of women's fashions—**accentuate the opposite**. If your tree is tall and slender, decorating lines should tend toward the horizontal.

If it is short and full, trim your tree along lines which tend to be vertical. Applying this simple rule will help you bring out the best in the tree.

How Many Lights?

Too often, the number of lights used to trim a tree is arrived at by guesswork, and results look disappointingly "spotty." There is a formula, however, which does away with much of the guesswork and helps produce an evenly lighted appearance. To achieve what professionals call a "good lighted effect," try this formula:

Height of Tree (in feet) times the Width of Tree at Base (in feet) times 3.

Let's say your tree is 6 feet in height and $4\frac{1}{2}$ feet wide at the base. The formula would work like this: $6 \times 4\frac{1}{2} \times 3$ equals 81 lights for "good lighted effect."

Most Important of All—Safety

If all of us practice safety, we may make this the year when no Christmas fire sweeps through an American home, turning a family's joy into grief. There is a highly effective way to protect against short circuits and overloading. Simply be sure you plug a safety "fused" plug set (such as those offered by Noma Lites) into your original source of current and then add your other decorative sets to this set. This will ensure protection against overloads and short circuits, and prevent darkened rooms due to blown-out fuses. In addition, inspect all light sets carefully for fraying or exposed wires. Let's make this Christmas the safest on record.

Outdoor Decoration Says Merry Christmas To All

The exterior of your home and your grounds offer tremendous decorating opportunities. But practice safety outside as well as inside. Make sure all outside wire is #12 or #14, rubber insulated and heavy duty.

The best source of current for outdoor lighting is a permanent, protected outdoor-type receptacle, or a garage or porch lamp. Even without such an outlet, you can safely reach an indoor receptacle. Merely drill a hole in a board which will fit a convenient window snugly. Close the window on the board and run the outdoor wire through the hole in the board. The window can be "brace-locked" with a stick.

Lighting Evergreens Outdoors

Evergreen trees on your front lawn can be especially appealing when lighted. Generally, lights of a single color are preferred on outdoor evergreen. For an enriched effect, however, try this. Make your topmost light white, and mix perhaps two blue lights with an overall pattern of green lights.

In order to protect a valuable Blue spruce or Douglas fir, build a simple "teepee" to carry the light stings. Pound stakes into the ground around the tree, inside the spread of the branches, at regular intervals. Then lead rigid wire up from the stakes to a point several inches below the tree-top. Fit a padded wire collar around the tree stem at this point and fasten wires to the collar.

Company Christmas Party Schedules:

The Company Christmas party for everyone has become a fine tradition. Besides giving Gulf Staters a chance to get together and exchange season's greetings, the small fry receive presents—from none else but Santa Claus himself.
His schedule is a busy one, but he'll make every party:

Town	Place	Date	
		Dec:	Time
Lake Charles—Sulphur, Riverside and Nelson Station	Riverside Meeting Hall	18	6:30 pm
Lake Charles—Service, Accounting, Appliance Repair, Dispatchers, Garage, Meter, Sales, Safety, Transformer Shop, Meter Readers and Collection.	LaGrange High School cafeteria	18	7:00 pm
Lake Charles—Line crews, Storerooms, Engineering Department.	LaGrange High School cafeteria	19	7:00 pm
Lake Charles—Colored (all departments)	U.S.O. Hall	22	7:00 pm
Port Arthur—White	Service Center	16	7:00 pm
Port Arthur—Colored	Service Center	17	7:00 pm
Baton Rouge—White	Baton Rouge High auditorium	20	2:30 pm
Baton Rouge—Colored	Greater New Guide Baptist Church	23	7:00 pm
Navasota—(including Madisonville, Calvert, Somerville and Franklin)	August Horst Country Club	18	7:00 pm
Conroe—(including Cleveland and Huntsville)	American Legion Hall	17	7:00 pm
Silsbee—All departments	Bluebonnet Cafe—Silsbee	15	7:00 pm
Beaumont—Accounting	Service Center	15	7:00 pm
Beaumont—Service Center T & D	Service Center	16	7:00 pm
Orange—All departments	Little Mexico Banquet Hall	17	7:00 pm
Beaumont—Engineering	Service Center	17	7:00 pm
Beaumont—T & D, Line and Substation	Service Center	18	7:00 pm
Orange—Colored (all departments)	Orange Office	18	7:00 pm
Liberty and Gulf Districts (All)	Liberty Office	19	7:00 pm
Beaumont Production	Neches Station Assembly Hall	19	7:00 pm
Beaumont—Colored (all departments)	Service Center	20	7:00 pm
Beaumont—Sales (all departments)	Service Center	22	7:00 pm

LAST CHANCE OF YEAR TO WIN SAFETY PRIZE ANY GULF STATER MAY ENTER—AND YOU MAY BE LUCKY!

Typical Accident That Happened to Gulf Staters During the Month of November:

"While mowing Substation yard grass, lawn-mower picked up short piece of copper wire, hurling it through the ankle of a Gulf Stater, piercing through the ankle."

How can this type of accident be prevented?

Send reply to F. W. Jones, Beaumont, Safety Director.

Here's November's problem and the Gulf Staters who solved it to win \$5 apiece:

"While walking along passageway, tripped and fell over a piece of equipment injuring shoulder and several minor injuries about body."

Jim Turner, Beaumont, Texas, says: "This kind of accident can be prevented by: 1. Not leaving material in places where it presents a hazard, and 2. Keeping alert while walking, and never carrying materials so as to hinder your vision. Falls can be fatal; use care in carrying."

Dale Toler, Operator — Building Maintenance, Beaumont Main Office, says: "Don't push your luck—put up your truck. Use caution when carrying objects in your arm down passageways. Your vision can be obscured. All walkways in buildings and plants should be well illuminated and clear whenever possible. Use your eyes and save your lives."

J. H. Derr, Test Supervisor, Roy S. Nelson Station, Lake Charles, says: "Always try to keep passageways clear if possible. Exercise greater caution when construction work is going on in and around passageways. Use hazard guards whenever

equipment has to be left in walkways and passageways."

D. M. Doan, Garage Foreman, Navasota, Texas, says: "Nothing should ever be stored or stacked in walkways or passageways, especially when you have to carry materials and objects in your arms that can obscure. Be more alert when work is going on in walkways and passageways whenever you have to use these passageways. All walkways and passageways should be well lighted."

Mark Couvillion, Gas Meter Repair Department, Baton Rouge, says: "Keep aiseways, passageways and walkways clear. Never spill or leave oil spilled in walkways and passageways. Good house-keeping and keeping walkways clean is just plain common sense. When you have your arms full, use greater caution when walking in passageways. You can't see well enough without exercising greater caution."



*What
Others
Are
Saying*

Let Business Develop Atomic Power

The American Farm Bureau's stand on the electric power issues, as stated by Roger Fleming, secretary-treasurer, was stated thus in the November News Letter: "GOVERNMENT POWER—Farm Bureau favors development of electric power facilities, including the commercial production of electric power from atomic materials, by private enterprise wherever it is willing and able to do so. The federal government should stay out of this commercial business unless a situation arises in which private development is not feasible."

Do we hear a "second" to that motion?

Writer Raps Government Subsidies

The federal government program of farm subsidy, says columnist Dorothy Thompson, has led to "one of the most ridiculous systems of state-managed collectivism that any country has ever known."

Writing in the Lades' Home Journal, Miss Thompson expresses the opinion that "nobody is engaged in free enterprise who is depending on a subsidy," adding that "there is not much difference between a great corporation farm operating with state funds, and under a state bureaucracy, and a collective farm."

Miss Thompson restates a concern she has expressed previously: "We have repeatedly warned of the powers that have been granted government, powers that become more and more arbitrary, and powers that can eventually make it a crime for almost anyone to stand on his own feet, mind his own business, and ask no favors from his fellow citizens and taxpayers."

—Beaumont Enterprise

THRIFT PLAN

Purchase of Gulf States Utilities Company stock made by the Trustee during November covering employee deductions and Company contributions through October were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	682	\$35,656.64	\$52.28247
\$4.40 Preferred	93	\$ 8,382.03	\$90.12936

The Trustee deposited \$18,474.31 with the Savings Department of the First National Bank.

TVA—HOLY COW!



She grazes in 48 states, is milked in seven!

CHRISTMAS PRESENT FROM THE SALES DEPARTMENT: FOR THE FIRST TIME OUR KILOWATTHOUR ANNUAL HOME USE PASSES NATIONAL FIGURE!

As of October 31, our home customers are using 3,336 kilowatthours annually, five kwh over the national average as of September, according to the Edison Electric Institute's monthly bulletin comparing 103 electric utilities in the United States. In the West South Central group, of which we are a part, our kwh increase for October, 1958, over October, 1957, was 438 kilowatthours, second only to Houston Lighting & Power Company's 597 kwh.

SERVICE AWARDS

30 Years



E. L. Bailey
Treasury
Beaumont

20 Years



C. A. Dominguez
Production
Baton Rouge



M. R. Holmes
Production
Baton Rouge

10 Years



C. W. Bell
Sales
Liberty



S. B. Brumfield
Gas
Baton Rouge



J. L. Childress
Distribution
Beaumont



E. L. Garvin
Distribution
Beaumont



F. J. Robinson
Sales
Cleveland



L. E. Wallace
Gas
Baton Rouge

BEAUMONT, BATON ROUGE GULF STATERS TO RETIRE

Carson McCloud Russell, Sr., of the Baton Rouge Production Department, will retire January 1 after a 45-year utility career. He has been with Gulf States since 1927.

In 1912, he joined Texas Power and Light Company, Waco, Texas, as an oiler. He joined the Dallas Power and Light Company in 1913 and served in several capacities there. In 1916, he went to work for the Baton Rouge Electric Company (Gulf States' predecessor there) from 1916 to 1927 as an engineer and electrician.

With the formation of Gulf States, Mr. Russell, moved to Orange in 1927 where he was assistant station superintendent. After several promotions he became station superintendent in Port Arthur in 1931 and, in 1935, supervisor of plants in Navasota. In 1946, he was named maintenance foreman in Baton Rouge, the position he holds at the time of his retirement.

Born near Dripping Springs, Texas, Mr. Russell attended Kyle, Texas, High School and took a course in book-keeping at Nixon Clay Commercial College.



Carson M. Russell, Sr.



Benjamin R. Mulford

Benjamin R. Mulford, file clerk in the Beaumont Treasury Department, will retire January 1 after 31 years with Gulf States.

Mr. Mulford was born in Memphis, Tennessee. He joined the Company in 1927 as a bill deliverer in Beaumont. He has served a number of positions in the Treasury Department.

HAVE A
CIGAR ON-



Mr. and Mrs. James Booker announce the birth of a daughter, **Sherrie Anne**, November 31. Mrs. Booker, the former Merle Ann Merritt, is an ex-Gulf Stater, an artist in the Beaumont Advertising Department. Jim is an equipment engineer in Beaumont.

Mr. and Mrs. Charles Enloe announce the birth of a son, **Charles Randel**, October 31. Charles is a meter reader in Cleveland and his wife, the former Jimmy Sue Jackson, was a local office clerk in the Cleveland office before their marriage.

Mr. and Mrs. Frank B. Sonnier announce the birth of their third grandchild, a boy, **Frank Warren**, born November 7 to Mr. and Mrs. Cecil S. Sonnier of Las Cruces, New Mexico. "Grandpaw" Sonnier is supervisor of T & D Department in Lafayette, La.

Mr. and Mrs. Mark W. Kingham announce the birth of their second child and first boy, **Robert Mark**, born November 21. Mark is at Riverside Station in Lake Charles.

Mr. and Mrs. Benny Ferguson announce the birth of twin girls, **Grace Lynn** and **Lori Sue**, October 20. Mr. Ferguson is a meter reader in Sulphur.

Mr. and Mrs. J. C. Willcox of Neches Station, announce the birth of a daughter, **Kathy Sue**, born October 29.

Mr. and Mrs. Lynnwood M. Clark, Jr., announce the birth of their second child, daughter **Cathrine Denise**, November 1. Mr. Clark is in the Beaumont Engineering Department.

Mr. and Mrs. Orin Dixon announce the birth of a son, **Mark Wayne**, on November 11. Orin works in the Substation Department, Beaumont.

GROWING with Gulf Staters



Steven Lee Hall, 8-month-old son of Mr. and Mrs. Donald L. Hall, Beaumont Advertising Department, already shows promise of developing into a journalist like his dad.



"Boy! What a tv thriller!" exclaims Robert Lee Hilborn, 3½-month old son of Mr. and Mrs. Bob Hilborn. His dad is in the Baton Rouge T & D Line Department.



The water-maids splashing ecstatically above are Robyn Valenda, two years, and Ralynda Renee, one year, both the daughters of R. G. Mizell, in the Beaumont Building Maintenance Department.

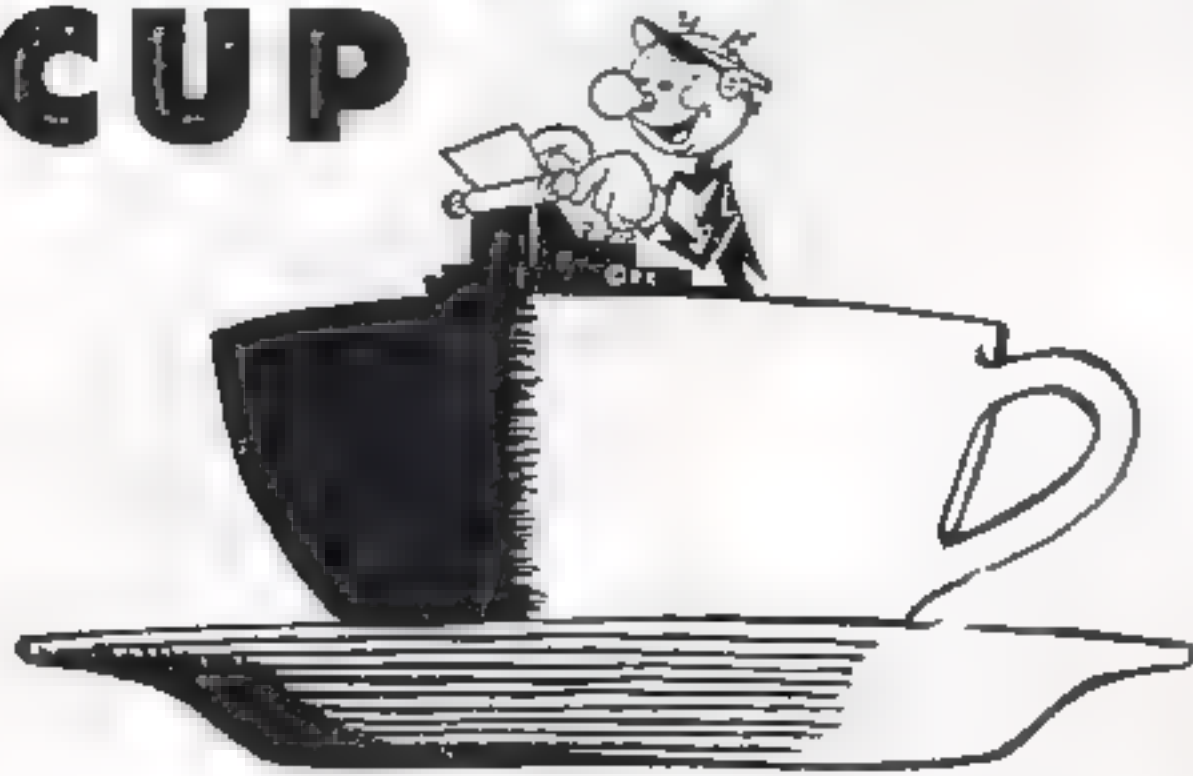
Yes, Sir! Time IS Money!

A recent survey conducted by an Eastern reading rack company concluded that the average employee wastes at least three (3) minutes per hour due to lateness, early departures, day dreaming, idle conversation, "goofing off", etc. It took **PLAIN TALKS** just three minutes of rapid calculation to come up with the startling fact that if this were true, 2,700 employees, earning only, let's say \$1.50 an hour, would cost our own Company \$315,900 in lost-time in a year. With most of us now owning shares of our Company and therefore vitally interested in our earning picture, this speculation should come under the heading of that ancient axiom: "A word to the wise is sufficient."

"Get Well Quick" holiday wishes extended to: **H. C. Hansen**, **Bonnie Thompson**, and **W. R. Bell**.

PLAIN TALKS extends sympathy to **M. A. Merchant**, Beaumont Personnel Department, whose mother, **Mrs. H. R. Merchant**, died December 7 in San Antonio.

over the COFFEE CUP



The Beaumont Engineering Department welcomes a new employee: Mrs. Elaine G. Petrash.

Mr. and Mrs. Joe T. Woods, announce the birth of their second son Richard Keith, November 11. Mr. Woods is in the Beaumont Engineering Department.

—By Nadine Hester

Our boss, J. P. French and Mrs. French, who were recently married, were honored by the Beaumont Purchasing Department at a luncheon November 3 at the Ridgewood Motor Hotel. Guests were A. E. Gajeske, Baton Rouge purchasing agent, and Mrs. R. S. Pace, wife of Beaumont purchasing agent.

—By Maxine Thomas

Parker Allen, residential sales manager, attended the Southeastern Electric Exchange Meeting in Atlanta, Georgia, on November 12 and 13. He presented a paper "The Topper Award Program" at the Residential Committee Meeting. While in Atlanta, Mr. Allen also attended the Heat Pump Steering Committee Meeting.

Bonnie Thompson, residential sales representative, Beaumont, suffered a heart attack on November 18 and is confined to Hotel Dieu Hospital.

V. P. Gayle, sales promotion director, presented a talk "Customer Relations" on November 6 at the Electric Metermen's Short Course at Texas A&M College.

—By Mary Schlicher



Mrs. Jeannette LeBlanc, stenographer in the Beaumont Advertising Department, recently made the front pages of the Beaumont Journal with a two-picture story illustrating the quick cold-wave that hit the city on November 18. The photos were taken by Jerry Lynas, Journal photographer.

ORANGE

Gene Koci and Louis Humble were married November 21 in St. Mary's Church in Orange. Gene is in the Accounting Department here and his wife works at the Orange National Bank. Best wishes to them.

T. J. Cassell is a new employee at Sabine Plant and Florence Ward is a newcomer also in the Accounting Department.

Betty Sue Gaddy, who has been a stenographer with us, left on November 28 to go to South Carolina with her husband, who is in the Navy and will be transferred there. 'Bye, Betty; hope we hear from you soon.

Among those celebrating birthdays in November were Beth LeBlanc and Norma Mocdy.

—By Reba Willey



LAFAYETTE

Lester J. Gauthier, senior engineering assistant, Denis Dugas, engineer's assistant, and Charles J. Breaux, substation mechanic, first class, attended the Louisiana Training Program on Voltage Regulators and Oil Circuit Breakers at the Iberia Parish Trade School in New Iberia, La., recently. The program was sponsored by the State Department of Education and those who attended were awarded a vocational school certificate. We've heard from very good sources that our boys made quite a showing with the instructors. Congratulations!

Happy Birthday this month to: Anna Hollier, Cynthia Nolan, Nat Broussard, Charles Gary, William Sheets, John Landry F. B. Sonnier E. Rauschenberg and Harrison Carlin.

Late-Vacationers this year are: Leroy Boutin, Kelly Powell, E. Rauschenberg, Elmer Sudderth, Honore Miller, Lester Gauthier, Russell Bonnet, M. M. Miller, A. B. Mitchell, Denis Dugas, John Petit-jean Oray Hernandez, Paul Dugas, O. L. Romero, E. P. Guidry, Joe Olivier, Bernard Wiltz and F. B. Sonnier.

Mrs. Jesse Fremin will leave her position as bookkeeper here. She expects to become a mother in late April. She started with the Company in June, 1955.

—By Cynthia Nolan



Though blocked pretty hard by a fast-moving automobile, Reddy Kilowatt "held that line" and electricity stayed on the job in Silsbee last month while the line crew of "Cy" Krebs from Beaumont replaced this battered but unbowed service pole. It's fairly common for our poles, while minding their own business of delivering kilowatts to customers, to be pounded by vehicles, sometimes with serious results for all concerned. According to the Claims Department, 141 poles have met similar fates this year in our service area. Members of the crew are, left, A. J. Bearden, truck driver; J. D. Maines (back to camera), helper; K. R. Kirk (behind augur), helper; S. F. Krebs (in white hat), line foreman; R. P. Thompson (in front of Krebs), lineman first class; E. L. Priest (wearing glasses), assistant general foreman; R. W. Cooksley (rear of truck), lineman second class; J. E. Ickles (in truck), utility truck driver. Tom Reed, of the SILSBEE BEE took the picture.



SAFETY ACHIEVEMENT AWARD—J. Q. Barrick, W. P. Gautreaux, M. L. Day and S. J. Bergeron display the latest award presented to the 101 employees of Gulf States' Gas Department in Baton Rouge. The award reads: "For outstanding accomplishment for working without a disabling injury 500,000 consecutive manhours," from April 11, 1955, to July 1, 1958, and was presented by the Southern Gas Association, which has gas company memberships throughout some 14 southern states.



Charles J. Gary, supervisor of sales, Lafayette district, is shown receiving the Past President's Plaque for the Lafayette Sales Executive Club. Presenting the plaque to Mr. Gary is Roland Dugas, sales manager of Frey's Packing Company. Mr. Gary was president of the club for the year 1957-58.



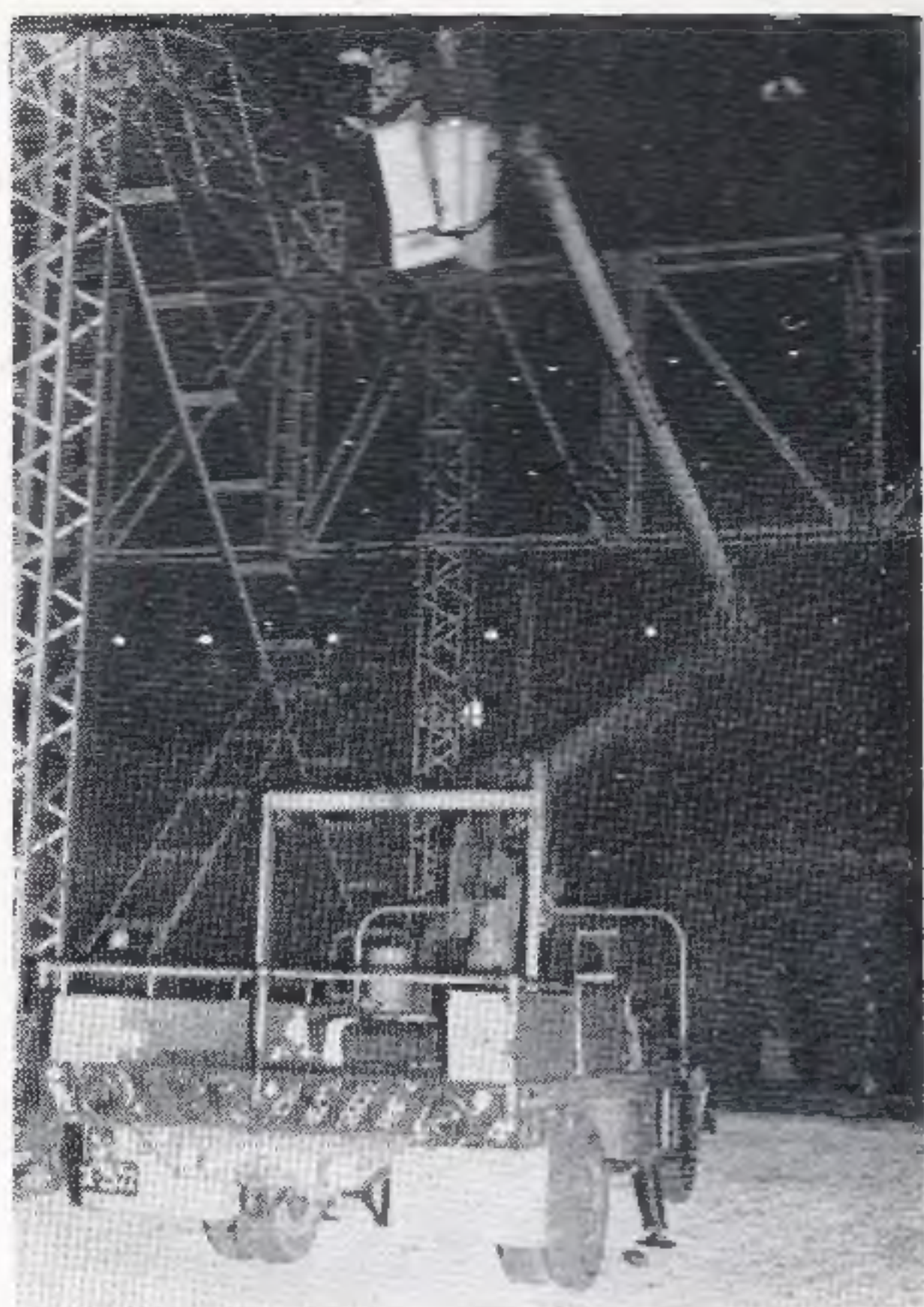
James Leveque, son of Mr. and Mrs. James H. Leveque, Jr., of Lake Charles, has been named semifinalist in the 1958-59 National Merit Scholarship Competition. He is one of the 10,000 highest scorers on the scholarship qualifying test, the nationwide test of educational development given in over 14,000 high schools on April 29. An estimated \$5 million in merit scholarships will be awarded to the final winners. His father is a radioman in Lake Charles.



Miss Ellen Kirkwood, daughter of William Kirkwood, retired Gulf Stater, has been awarded a free roundtrip to New York where she will attend the Congress of American Industry sponsored by the National Association of Manufacturers. She was the winner of the 1957 honor award and has attained an average of 2.92 out of a possible academic score of 3 at Louisiana State University in Baton Rouge.

While in New York she will participate in a student panel to question top flight business executives on problems of interest to youth.

Mr. Kirkwood was supervisor of credits and collections in Lake Charles before he retired in 1955.



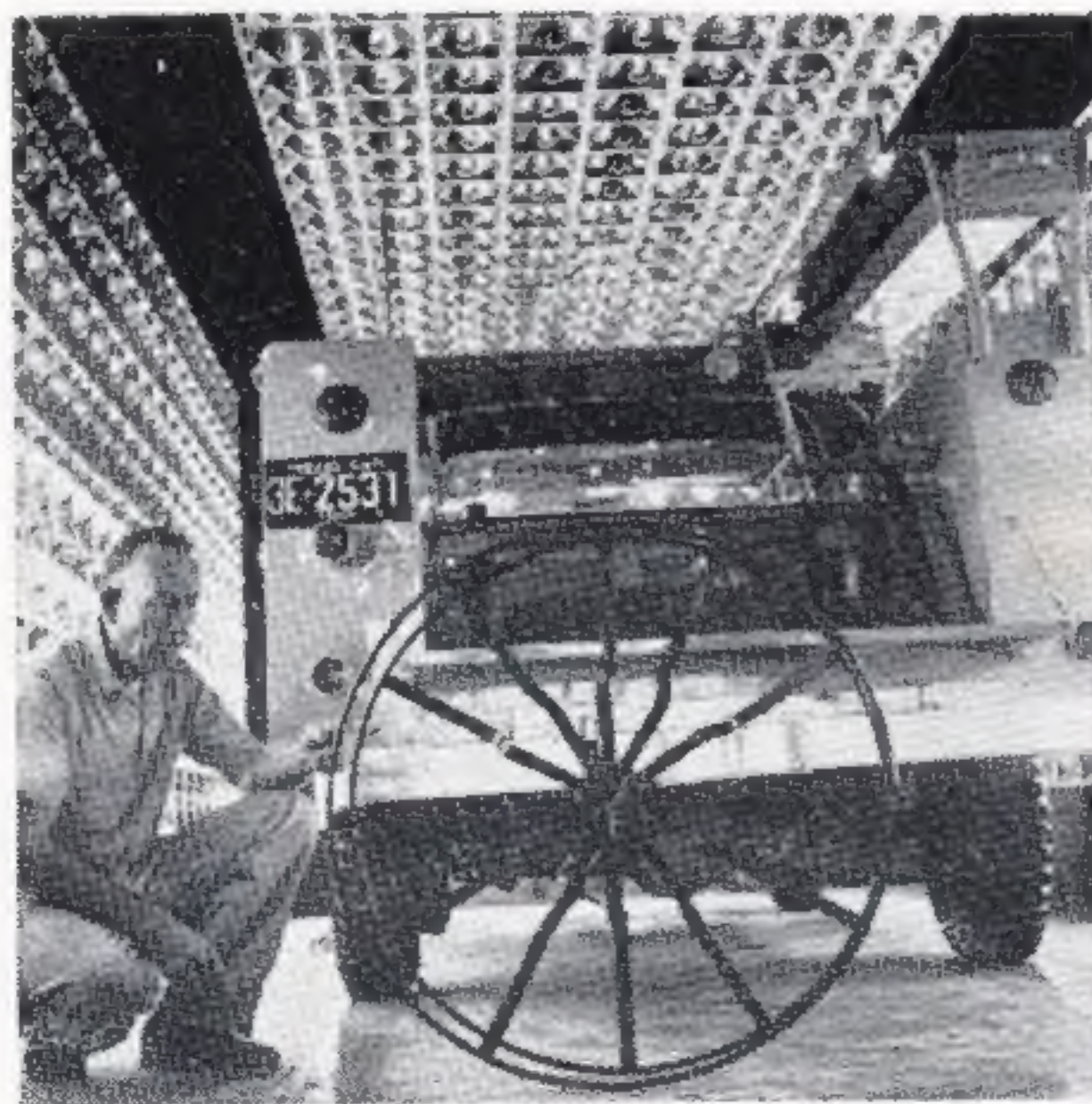
Up and at it early one morning last month were Wilfred Martin and Frank Danna of Neches Station in Beaumont, after a series of flashovers at the big power plant had temporarily disrupted service in parts of the Texas area served. The Neches Station electric and maintenance crews, with the aid of the Beaumont Substation Department, mounted high tender trucks and climbed into the steel step-up substation to clean conductors on the giant transformers and circuit breakers so that Reddy Kilowatt could get back on the job. Messrs. Martin and Danna were among the first to get up in the air on the big cleaning job.



Meet Mablene Pollard, PLAIN TALKS reporter in Trinity.



Miss Betty Seigler, daughter of Mr. and Mrs. Marvin Seigler (Marvin is a line foreman at Navasota), was elected Home-Coming Queen of the Navasota High School. A senior, Miss Seigler was crowned during halftime ceremonies. She is also the grand-niece of Mr. and Mrs. John L. Crouch of Calvert. Mr. Crouch is the former Calvert District Superintendent, now retired.



Tom Cupper, Beaumont T & D, Garage, positions freshly-painted truck and wire spools for quick-drying in the Fostoria Infra-Red Oven used in the Beaumont Service Center garage. The oven employs 64 250-watt lamps on the bottom row and 640 125-watt units. The paint is pre-heated to 165 degrees, eliminating the need for a thinner and preventing runs while it sets quickly. Drying time on the pickup was about 20 minutes.

gulf staters in the news

President Roy Nelson was the principal speaker at the annual banquet and membership meeting of the West Calcasieu Association of Commerce, in Sulphur, Louisiana.

Walter R. House, sales supervisor, was recently elected to the board of directors of Little League Baseball in Orange, publicity chairman of the Y. M. C. A., and vice-chairman of the Orange District of Sabine Area of the Boy Scouts of America.

A. E. Gajeske, Baton Rouge purchasing agent, has recently been elected to the board of directors of the Baton Rouge Freight and Transportation Bureau, Inc., in Baton Rouge.

Mr. John Boosey, traffic supervisor in Beaumont, has recently been appointed to serve on the traffic committee of the Beaumont Chamber of Commerce.

Mr. Jack Watson, buyer in the Beaumont Purchasing Department, has been elected to the board of directors of the National Foundation of Infantile Paralysis.

Charles P. Manship, Jr., a director of our Company from Baton Rouge, has been elected president of the Southern Newspaper Publishers Association for 1959. Mr. Manship's father, the late C. P. Manship, Sr., was also a director of our Company and its predecessor in Baton Rouge, the Baton Rouge Electric Company. Like his son, the senior Manship served as SNPA president some years ago.

Fred Tenholder, commercial sales representative in Beaumont, has been selected chairman of the area's 1959 "March of Dimes" polio campaign.

F. G. "Red" Hornsby, operations supervisor in Baton Rouge, will serve as chairman of the 1958 area Tuberculosis Association Christmas Seal Sale campaign. Mr. Hornsby is presently serving as president of the Capitol City Kiwanis Club. He is past president of the United Commercial Travelers and the Baton Rouge section of the Louisiana Engineering Society.

